

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

Voluntary \_ Public

**Date:** 5/19/2016

**GAIN Report Number:** TW16015

## Taiwan

**Post:** Taipei

### Taipei Team Wins Best Soup at the Grand Finale of the United Tastes of America 2

**Report Categories:**

Market Promotion/Competition

**Approved By:**

Mark Ford

**Prepared By:**

Katherine Lee

**Report Highlights:**

Taipei's K.P. Chef's Factory recently won Best Soup at the Grand Finale of the United Tastes of America - Asian Chef Challenge II in Tokyo, Japan. Chef Peng Shen Tung and Chien Yu Ming won the Taiwan competition in November 2015 and competed against other preliminary competition winning chefs from Beijing, Hong Kong, Seoul, and Tokyo. At the grand finale, at least 19 U.S. ingredients were used by 10 chefs to create 20 diversified dishes. Since the competition ended, the K.P. Chef's Factory has been featuring several new dishes using a variety of new-to-market U.S. products. Meanwhile, other chefs around Taiwan are eagerly awaiting another chance to win the Top Chef title.

## **Background**

Agricultural Trade Office (ATO) Taipei served as the advisor for the United Tastes of America - Asian Chef Challenge II and assisted the Taiwan chefs throughout the final competition, which was organized by the U.S. Meat Export Association (USMEF) and sponsored by many other U.S. agricultural producer associations. The project promoted a broad range of U.S. agricultural products among the food service sectors and consumers in the markets of Beijing, Chengdu, Guangzhou, Hong Kong, Shanghai, Shenyang, Shanghai, Seoul, Taipei, and Tokyo. The preliminary competition winners from Hong Kong, Seoul, Taipei, Tokyo, and various Chinese metropolitan cities battled for the grand championship in Tokyo.



**U.S. Product Display of Mandatory Ingredients**

## **Summary**

The competition attracted culinary talents from around Asia and required chefs to utilize 19 high-quality U.S. ingredients to create six portions of a four-course menu: appetizer, soup, main course, and dessert, within four hours.

Despite not winning an individual course, Chef Liu Peng and Wang Bing from Beijing's Yi-House Art Hotel were awarded Top Chefs as a result of a higher overall score. After the final competition, all of the chefs commented how wonderful it was to create dishes using U.S. ingredients, which aren't always available in their markets.

The grand prize was a culinary trip of the United States from the Organic Trade Association (OTA). OTA commented that customers around the world are demanding more organic products and this trip will help highlight those great products. The winners are expected to visit the United States this September.

## **List of Mandatory Ingredients**

At the final competition, the list of mandatory ingredients included: U.S. rib eye roll, U.S. tenderloin pork, U.S. chicken thigh, Alaskan pacific cod, California Calrose rice, U.S. Colby Jack cheese, U.S. cream

cheese, U.S. chick peas, U.S. soymilk, California almond milk, Oregon colossal onion, U.S. chopped peanuts, California walnuts, California black fig, California prune, California raisin, California organic olive oil, California celery, and Sunkist® lemon.

### **Other Common U.S. Ingredients**

U.S. frozen blueberries and U.S. frozen cranberries

### **List of Cooperators – for only the Taipei Preliminary Competition**

- 1) California Agricultural Export Council
- 2) California Milk Advisory Board
- 3) California Raisin Administrative Committee
- 4) California Table Grape Commission
- 5) Commonwealth of Pennsylvania Office of Trade and Investment
- 6) Ginseng Board of Wisconsin
- 7) Idaho Potato Commission
- 8) Pomegranate Council
- 9) U.S. Grains Council
- 10) USA Poultry & Egg Export Council
- 11) U.S. Potato Board
- 12) U.S. High-bush Blueberry Council
- 13) U.S. Meat Export Federation
- 14) USA Rice Federation

### **List of Awards and Menus**

	<b><u>Beijing</u></b>	<b><u>Tokyo</u></b>	<b><u>Hong Kong</u></b>	<b><u>Taipei</u></b>	<b><u>Seoul</u></b>
<b><u>Restaurant</u></b>	Yi-House Art Hotel	Tokyo Disneyland Hotel Canna	Sheraton Hong Kong Hotel & Towers	Kaiping Culinary School's K.P. Chef Factory	A Chef Culinary Academy Seoul
<b><u>Chefs</u></b>	Liu Peng Wang Bing	Shinji Nagano Susumu Ogashiwa	TANG Chun Man SIT Ka Keung	Peng Shen-Tung Chien Yu-Ming	Ahn Jong Sung Song Kyoung Seob
<b><u>Award</u></b>	Grand Champion	1 <sup>st</sup> Runner-up Best Main Course	2 <sup>nd</sup> Runner-up Best Dessert	Best Soup	Best Appetizer
<b><u>Appetizer</u></b>	Peking Poached Alaskan pacific cod, with Tomato, Citrus jam, Herbs salad	Tossed citrus chicken and celery salad with peanut cream  Crispy waffle of Calrose rice and asparagus, served with apple mustard butter	Sous-vide Black Cod Fillet Stuffed with Black Olive, Crispy Rice on Top  Deep-fried Seafood Cake with Wasabi Cream Sauce Tomato Custard, Cranberry	Poached herb-crusted cod with smoked red pepper sauce & pan-fried batter- crusted cod & salmon with watercress sauce, raspberry pearl and wine vinaigrette	Basil flavor cod roulade wrapped with salmon mousse, cod confit, Orange salsa, lemon gel, lemon dressing, paprika ketchup

			Vinegar		
<b><u>Soup</u></b>	Yellow River Contemporary onion soup, Colby jack cheese soufflé	Smoked paprika flavored onion and pork soup, served with fishcake gratin of Alaskan pacific cod and salmon	White Mushroom Soy Milk Soup, Soy Milk Custard, Crispy Basil	Chick pea cream soup with chicken roll and romaine, crispy Calrose rice chip.	Vichyssoise style potato soup, chick pea stew with chicken thigh, Calrose rice chip, almond foam
<b><u>Main Course</u></b>	Chicken-pork Beef ala 3 gorges, with chick pea carrot puree, vegetable	Yuzu (Japanese citron) flavored grilled American rib eye roll with cream cheese miso  Garlic and Mushroom dip with scorched soy sauce crumble	US Pork Fillet Stuffed with Prune Puree Rolled with Peanut, Prune Jam Grilled US Rib Eye Fillet Served with Check Peas Puree  Stir-fried Celery, Broccoli, Green Asparagus, Onion Potato Foam, Gravy Sauce	Pan-fried U.S rib eye steak, red wine braised shallot, red wine sauce, beef risotto & sous vide pork tenderloin with jack cheese stuffed with walnut, celery sauce	Baked beef, with herb crust, stuffed pork roulade with ape diet, mushroom risotto, potato churros, thyme jus
<b><u>Dessert</u></b>	Lemon cheese salt mousse, vanilla "tofu," almond panna cotta, terracotta crispy walnut, berries jam, chocolate pop rice and apple	Cherry blossom flavor soymilk blancmange and marshmallow, chick peas and dried fruit ice cream  Mont Blanc style with orange flavored California olive oil as an accent	Apple Tart with Almond Cream Custard, Lemon Parfait, Caramel Fruit & Nut, Raspberry Sauce	Blueberry cream cheese bavaois with almond sponge cake, caramel peanuts, raspberry pearl & lemon flavor raisin cheese cake, figs poached in red wine, lemon sauce	Lemon cheese mousse filled with apple mousse and sabre, caramel cremeux topped on marron, walnut tuile, lemon crumble, ice cream

### **List of Winning Dishes**

#### **Best Appetizer – Seoul**

Basil flavor cod roulade wrapped with salmon mousse, cod confit, orange salsa, lemon gel, lemon dressing, and paprika ketchup



### Best Soup – Taipei

Chick pea cream soup with chicken roll and romaine, crispy Calrose rice chip



### Best Main Course – Tokyo

Yuzu (Japanese citron) flavored grilled American rib eye roll with cream cheese miso  
Garlic and mushroom dip with scorched soy sauce crumble



### Best Dessert – Hong Kong

Apple tart with almond cream custard, lemon parfait, caramel fruit & nut, raspberry Sauce



## List of Media Coverage in Taiwan

- Commercial Times

中華民國105年3月27日/星期日 都會消費 | C13

# 美國之味廚藝競賽 台灣獲最佳湯品

代表台灣出賽的是台北南平餐館學校主廚之家的彭勝華(右)、簡玉銘(左)師傅。 簡文/吳正弘

多優質的美國食材創作料理，或是採用很少見的食材烹佐餐，是一種很棒的經驗。而贏得冠軍的北京代表，可獲得美國有機協會贊助為期一週美國行程，參訪有美國廚藝無卡之稱的詹姆斯貝爾德會所(James Beard House)，進行難得的有機產品與廚藝文化饗宴。由於有機食品已成為全球消費趨勢，美國有機協會希望藉由這次活動，能引領餐飲業界引進更多有機餐點，讓產品來源更為透明。

美國肉類出口協會 小檔案

該會設在美國內羅卜佛的內羅卜佛出口協會是一個非營利的國際性推廣協會，宗旨是為美國肉類出口商提供貿易服務，或對開拓海外市場提供諮詢。目前美國肉類出口協會在台北、漢城、東京、大阪、香港、上海、新加坡、莫斯科、聖彼得堡、墨西哥及倫敦等地均設有辦公室。在中國、歐洲、中東、中南美洲及加拿大等國則有經銷人員。美國肉類出口協會除了以消費者為對象進行推廣活動、教育、廣告及公共關係等以提

參加第二屆「美國之味-亞洲廚藝競賽」的各國主廚們合影。 簡文/吳正弘

- Chinatimes

- <http://www.chinatimes.com/newspapers/20160327000220-260204>

- United Daily

- <http://udn.com/news/story/1/1585736-%E9%96%8B%E5%B9%B3%E4%B8%BB%E5%BB%9A%E4%B9%8B%E5%AE%B6->

[%E5%A5%AA%E4%BA%9E%E6%B4%B2%E7%B8%BD%E6%B1%BA%E8%B3%BD%E6%9C%80%E4%BD%B3%E6%B9%AF%E5%93%81](#)

- United Daily Video
  - <https://video.udn.com/news/461901>
  - <https://video.udn.com/news/462409>

**Contact Information of USDA's Foreign Agricultural Service Office in Taiwan**

- For Trade Policy/Market Access and General Agricultural Issues, please contact the Agricultural Affairs section via email at: [agtaipei@fas.usda.gov](mailto:agtaipei@fas.usda.gov).
- For Market Development Assistance, please contact the Agricultural Trade Office via email at: [atotaipei@fas.usda.gov](mailto:atotaipei@fas.usda.gov).